

ORDER



WAVY

Orders
Order / Rev: 216675
Alt Order #: 06867086
Product Desc: 10/23-10/29 BARACK OBAMA 60S
Estimate: 2175
Flight Dates: 10/25/12 - 10/29/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Obama For America (D)
Demographic: A35+
Product Codes: PL1
Priority: P3
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN13209
Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	17	\$19,600.00	\$16,660.00
10/29/12	10/29/12	8	\$12,100.00	\$10,285.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$19,600.00	\$16,660.00	0.00
November 2012	8	\$12,100.00	\$10,285.00	0.00
Totals	25	\$31,700.00	\$26,945.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	19%	\$31,700.00
Market	100%	\$166,842.11

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	14%	\$23,357.89
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	16%	\$26,694.74
WTVZ	11%	\$18,352.63
WVBT	26%	\$43,378.95
WVEC	14%	\$23,357.89

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/25/12	10/26/12	Today Show 2	CM	9a-10a	---TF--	1:00	2	\$600.00	P2	0.00	NM	2	\$1,200.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--			2			\$600.00		0.00			
E 2	WAVY	10/25/12	10/26/12		CM	10a-11a	---TF--	1:00	2	\$500.00	P2	0.00	NM	2	\$1,000.00

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 Estimate: 2175
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show 3											
				Today Show 3											
				TODAY SHW3-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--		2			\$500.00		0.00				
E 3	WAVY	10/25/12	10/26/12	Today Show M-F	CM	7a-9a	---TF--	1:00	2	\$1,400.00	P2	0.00	NM	2	\$2,800.00
				Today Show M-F											
				TODAY SHW<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--		2			\$1,400.00		0.00				
E 4	WAVY	10/27/12	10/27/12	WAVY News 10 Sa 6a	CM	6a-7a	-----S-	1:00	1	\$400.00	P2	0.00	NM	1	\$400.00
				WAVY News 10 Sa 6a											
				WAVY NWS SAT6A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1			\$400.00		0.00				
E 5	WAVY	10/27/12	10/27/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	1:00	1	\$800.00	P2	0.00	NM	1	\$800.00
				WAVY News 10 Sa 7a											
				WAVY NWS SAT7A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1			\$800.00		0.00				
E 6	WAVY	10/27/12	10/27/12	Today Show Sa	CM	8a-10a	-----S-	1:00	1	\$1,000.00	P2	0.00	NM	1	\$1,000.00
				Today Show Saturday											
				SATURDAY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1			\$1,000.00		0.00				
E 7	WAVY	10/28/12	10/28/12	WAVY News 10 Sunday 6a	CM	6a-7a	-----S	1:00	1	\$400.00	P2	0.00	NM	1	\$400.00
				WAVY News 10 Sunday 6a											
				WAVY NWS SUN6A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$400.00		0.00				
E 8	WAVY	10/28/12	10/28/12	WAVY News 10 Sunday 7a	CM	7a-8a	-----S	1:00	1	\$800.00	P2	0.00	NM	1	\$800.00
				WAVY News 10 Sunday 7a											
				WAVY NWS SUN7A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$800.00		0.00				
E 9	WAVY	10/28/12	10/28/12	Today Show Su	CM	8a-9a	-----S	1:00	1	\$1,000.00	P2	0.00	NM	1	\$1,000.00
				Today Show Sunday											
				SUNDAY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$1,000.00		0.00				
E 10	WAVY	10/25/12	10/26/12	WAVY News 10 @5p	CM	5p-530p	---TF--	1:00	1	\$1,400.00	P2	0.00	NM	1	\$1,400.00
				News 10 @5p											
				WAVY NEWS10-5<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--		1			\$1,400.00		0.00				
E 11	WAVY	10/25/12	10/26/12	WAVY News 10 @530p	CM	530p-6p	---TF--	1:00	1	\$1,400.00	P2	0.00	NM	1	\$1,400.00
				News 10 @530p											
				WAVY10NWS-5.30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--		1			\$1,400.00		0.00				
E 12	WAVY	10/25/12	10/26/12	M-F 7-730p	CM	7-730p	---TF--	1:00	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
				M-F 7-730p											
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--		1			\$1,200.00		0.00				
E 13	WAVY	10/25/12	10/26/12	M-F 730-8p	CM	730-8p	---TF--	1:00	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
				M-F 730-8p											
				INSIDER<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--		1			\$1,200.00		0.00				
E 14	WAVY	10/29/12	10/29/12		CM	8-10p	M-----	1:00	1	\$4,400.00	P2	0.00	NM	1	\$4,400.00

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 Estimate: 2175
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Mon Prime Other 2 Monday 8-10op											
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----		1		\$4,400.00		0.00					
E 15	WAVY	10/28/12	10/28/12	NFL Football NFL Football	CM	NFL Football	-----S	1:00	1	\$5,000.00	P2	0.00	NM	1	\$5,000.00
SUNDAY NIGHT FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S		1		\$5,000.00		0.00					
E 16	WAVY	10/29/12	10/29/12	Today Show 2 Today Show 2	CM	9a-10a	M-----	1:00	1	\$600.00	P3	0.00	NM	1	\$600.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----		1		\$600.00		0.00					
E 17	WAVY	10/29/12	10/29/12	Today Show 3 Today Show 3	CM	10a-11a	M-----	1:00	1	\$500.00	P2	0.00	NM	1	\$500.00
TODAY SHW3-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----		1		\$500.00		0.00					
E 18	WAVY	10/29/12	10/29/12	Today Show M-F Today Show M-F	CM	7a-9a	M-----	1:00	1	\$1,400.00	P2	0.00	NM	1	\$1,400.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----		1		\$1,400.00		0.00					
E 19	WAVY	10/29/12	10/29/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	M-----	1:00	1	\$1,400.00	P2	0.00	NM	1	\$1,400.00
WAVY NEWS10-5<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----		1		\$1,400.00		0.00					
E 20	WAVY	10/29/12	10/29/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	M-----	1:00	1	\$1,400.00	P2	0.00	NM	1	\$1,400.00
WAVY10NWS-5.30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----		1		\$1,400.00		0.00					
E 21	WAVY	10/29/12	10/29/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	1:00	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----		1		\$1,200.00		0.00					
E 22	WAVY	10/29/12	10/29/12	M-F 730-8p M-F 730-8p	CM	730-8p	M-----	1:00	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
INSIDER<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----		1		\$1,200.00		0.00					
													Totals	25	\$31,700.00